

GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT

NANDI AWARDS – Payment of cash prize in respect of Nandi Awards for Films, Nandi Awards for TV Films and payment of remuneration to Nataka Samajams for staging the NANDI AWARD won Padyanatakams/ social plays/social play-lets.- Orders – Issued.

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GENERAL ADMINISTRATION (I&PR.II) DEPARTMENT

G.O.Ms.No. 466

Dated:25.09.2009.

Read the following:

1. From the Member-convener & Managing Director, APSFTVTDC letter No.Nil dated 19.9.2008.
2. G.O.Rt.No.5207, G.A.(I&PR.II) Dept., dated 10.9.2008.
3. From the Managing Director, APSFTVTDC Ltd., Hyderabad letter No.FDC/TAR/Admt/ 2008/412 dated 6.11.2008.
4. From the Managing Director, APSFTVTDC Lr.No. APSFTVTDC/FAR & TAR/2008/2009 dated 31.7.2009.

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O R D E R:

In the reference 1<sup>st</sup> read above, the Managing Director, Andhra Pradesh State Film, T.V. and Theatre Development Corporation Ltd., has stated that on behalf of the Government, the Corporation is giving NANDI AWARDS every year covering the fields of THEATRE, FILM and TELEVISION. The Awards include cash prizes besides Nandi in three categories i.e. GOLD, SILVER and COPPER.

2. The Managing Director, APSFTVTDC has stated that the cash prizes were fixed long back and representations were received from the persons belonging to Theatre, Film and Television seeking enhancement in the cash prizes being given by the State Government and accordingly sent the proposals to Government seeking enhancement. In response to the request of the Corporation, a Committee of Secretaries has been constituted vide G.O. 2<sup>nd</sup> read above, to examine the proposals submitted by the Corporation and to make recommendations.

3. The Committee met on 10.10.2008 and recommended (i) to enhance prize monies for NANDI THEATRE AWARDS from 2008 onwards (ii) to enhance honorarium payable to NANDI FILM AWARDS JURY and NANDI T.V. FILM AWARDS JURY, (iii) to increase the conveyance charges (payable to Chairman and Jury members excluding Member-Convener) of NANDI FILM AWARDS and NANDI T.V. AWARDS Committees (iv) to increase the honorarium to the members

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of the Scrutiny Panel of Nandi Theatre Awards, and (v) to increase the honorarium to the members of the Jury of Theatre (final competitions). and deferred enhancement for the year 2008-09 in respect of cash prizes for NANDI FILM AWARDS, NANDI T.V. FILM AWARDS and enhancement of remuneration payable to NANDI AWARDS won padya natakams/social plays/social play-lets whenever sponsored by the Corporation for staging within the State and outside the State.

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4. Based on the recommendations of the Committee the Hon'ble Minister (Information & Public Relations) while inaugurating the NANDI NATAKOTSAVAM – 2008 at Nellore on 18.01.2009 announced that the enhanced prize monies will be implemented with immediate effect and Managing Director, APSFTVTDC disbursed the cash prize at the enhanced rates as announced by M(I&PR). Accordingly, the Managing Director, APSFTVTDC disbursed the award monies as per the enhanced rates approved by the Committee of Secretaries. Accordingly, orders were issued in G.O.Ms. No:415, G.A. (I&PR.II) Department, dated:28.08.2009 ratifying the action of the M.D., APSFTVTDC Ltd. and also approving the recommendations of the Committee.

5. The Managing Director, APSFTVTDC vide his letter 4<sup>th</sup> read above reiterated the need to enhance the cash prizes payable to NANDI FILM AWARDS and NANDI T.V. FILM AWARDS and also to enhance the remuneration payable to NANDI AWARDS won padya natakams/social plays/social play-lets whenever they are sponsored by the Corporation for staging within the State and outside the State.

6. After careful examination of the proposals of the Managing Director, APSFTVTDC in detail, the Government hereby order as follows:

**(I) NANDI FILM AWARDS:**

Sl. No.	Category of Award	Existing cash prize amount (Rs.)	Enhanced amount (Rs.)
A.	FEATURE FILMS		
1.	First Best Feature film (a) Producer	50,000	75,000
2.	Second Best Feature film (a) Producer	20,000	40,000
3.	Third Best Feature Film (a) Producer	10,000	20,000
4. (i)	Best Home Viewing Feature Film - Producer	20,000	30,000
(ii)	Best Popular Feature film providing wholesome entertainment - Producer	20,000	30,000
B.	FEATURE FILMS ON NATIONAL INTEGRATION		
5.	(a) Producer	50,000	75,000
C.	CHILDREN'S FILMS		
6.	First Best Children's Film		
	(a) Producer	1,00,000	1,20,000
	(b) Director	10,000	25,000
7.	Second Best Children's Film		
	(a) Producer	50,000	60,000
	(b) Director	5,000	20,000
8.	Best Director Award of Children's Film		
D.	DOCUMENTARY FILMS:		
9.	First Best Documentary Film		
	(a) Producer	10,000	30,000

10.	Second Best Documentary Film (a) Producer	5,000	15,000
E.	EDUCATIONAL FILMS :		
11(i)	First best Educational Film		
	(a) Producer	20,000	40,000
(ii)	Second Best Educational Film		
	(a) Producer	10,000	25,000
F.	BOOKS/ARTICLES ON TELUGU CINEMA		
12.	Best Book on Telugu Cinema	10,000	25,000
13.	Best Film Critic on Telugu Cinema	10,000	25,000
	INDIVIDUAL AWARDS FOR ARTISTES & TECHNICIANS IN ALL CATEGORIES OF FILMS		
14.	Best Director	10,000	30,000
15.	Best Leading Actor	10,000	30,000
16.	Best Leading Actress	10,000	30,000
17.	Best Supporting Actor	10,000	20,000
18.	Best Supporting Actress	10,000	20,000
19.	Best Character Actor	10,000	20,000
20.	Allu Ramalingaiah Award for Best Comedian Actor	10,000	20,000
21.	Best Comedian Actress	10,000	20,000
22.	Best Villain	10,000	20,000
23.	Best Child Actor	10,000	20,000
24.	Best Child Actress	10,000	20,000
25.	Best First Film of a Director	10,000	20,000
26.	Best Screenplay Writer	10,000	20,000
27.	Best Story Writer	10,000	20,000
28.	Best Dialogue Writer	10,000	20,000
29.	Best Lyric Writer	10,000	20,000
30.	Best Cinematographer	10,000	20,000
31.	Best Music Director	10,000	25,000
32.	Ghantasala Venkateswara Rao Award for Best Male Playback Singer	10,000	25,000
33.	Best Female playback Singer	10,000	25,000
34.	Best Editor	10,000	20,000
35.	Best Art Director	10,000	20,000
36.	Best Choreographer (Dance)	10,000	20,000
37.	Best Audiographer	10,000	20,000
38.	Best Costume Designer	10,000	20,000
39.	Best Make up Artiste	10,000	20,000
40.	Best Fight Master	10,000	20,000
41.	Best Male Dubbing Artiste	10,000	20,000
42.	Best Female Dubbing Artiste	10,000	20,000
43.	Best Special Effects	10,000	20,000
44.	Special Jury Awards		
	(a) Special Jury Award	10,000	30,000
	(b) Special Jury Award	10,000	30,000
	(c) Special Jury Award	10,000	30,000

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**(II) NANDI T.V.FILM AWARDS:**

Sl. No.	Category of Award	Existing cash prize amount (Rs.)	Enhanced amount (Rs.)
A.	TELE FILMS		
1)	First Best Tele film		
	a) Producer	25,000	30,000
	b) Director	10,000	15,000
2)	Second Best Tele film		
	a) Producer	10,000	20,000
	b) Director	5,000	10,000
B.	T.V. FEATURES		
3)	First Best T.V. feature		
	a) Producer	25,000	30,000
	b) Director	10,000	15,000
4)	Second Best T.V. feature		
	a) Producer	10,000	20,000
	b) Director	5,000	10,000
C.	T.V. MEGA SERIALS		
5)	First best T.V. Mega Serial		
	a) Producer	25,000	30,000
	b) Director	10,000	15,000
6)	Second Best TV Mega Serial		
	a) Producer	10,000	20,000
	b) Director	5,000	10,000
D.	T.V. DAILY SERIALS		
7.	First best TV Daily Serial		
	a) Producer	25,000	30,000
	b) Director	10,000	15,000
8.	Second Best TV Daily Serial		
	a) Producer	10,000	20,000
	b) Director	5,000	10,000
E.	T.V. CHILDREN'S FILMS		
9.	First Best T.V. Children Film		
	a) Producer	20,000	30,000
	b) Director	5,000	15,000
10.	Second Best T.V. Children Film		
	a) Producer	10,000	20,000
	b) Director	2,500	10,000
F.	T.V.DOCUMENTARY FILMS		
11.	First Best TV Documentary Film		
	a) Producer	10,000	20,000
	b) Director	5,000	15,000
12.	Second Best TV Documentary Film		
	a) Producer	5,000	15,000
	b) Director	2,500	10,000
G.	T.V. SOCIALLY RELEVANT FILMS		
13.	First Best TV Socially Relevant Film		
	a) Producer	10,000	20,000
	b) Director	5,000	15,000

14.	Second Best TV Socially Relevant Film		
	a) Producer	5,000	15,000
	b) Director	2,500	10,000
H.	T.V. EDUCATIONAL FILMS		
15.	First Best TV Educational Film		
	a) Producer	10,000	20,000
	b) Director	5,000	15,000
16.	Second Best TV Educational Film		
	a) Producer	5,000	15,000
	b) Director	2,500	10,000
INDIVIDUAL AWARDS FOR THE T.V. FILMS IN ALL CATEGORIES			
17.	Best Director	5,000	15,000
18.	Achyuth Award for Best Leading Actor	5,000	15,000
19.	Best Leading Actress	5,000	15,000
20.	Best Supporting Actor	5,000	10,000
21.	Best Supporting Actress	5,000	10,000
22.	Best Comedian Actor	5,000	10,000
23.	Best Comedian Actress	5,000	10,000
24.	Best Villain	5,000	10,000
25.	Best Child Actor	5,000	10,000
26.	Best Child Actress	5,000	10,000
27.	Best First Film of a Director	5,000	10,000
28.	Best Screenplay writer	5,000	10,000
29.	Best Story Writer	5,000	10,000
30.	Best Dialogue Writer	5,000	10,000
31.	Best Lyric Writer	5,000	10,000
32.	Best Cinematographer	5,000	10,000
33.	Best Music Director	5,000	10,000
34.	Best Male Playback singer	5,000	10,000
35.	Best Female Playback singer	5,000	10,000
36.	Best Editor	5,000	10,000
37.	Best Art Director	5,000	10,000
38.	Best Male Anchor	5,000	10,000
39.	Best Female Anchor	5,000	10,000
40.	Best Male Dubbing Artiste	5,000	10,000
41.	Best Female Dubbing Artiste	5,000	10,000
42.	Best Audiographer	5,000	10,000
43.	Best Costume Designer	5,000	10,000
44.	Best Make Up Artiste	5,000	10,000
45.	Best Graphics	5,000	10,000
46.	a) Special Jury Award	5,000	10,000
	b) Special Jury Award	5,000	10,000
	c) Special Jury Award	5,000	10,000

**(III)** Remuneration payable to NANDI AWARD won plays for stagins in different parts of the State and outside the State, whenever they are sponsored by the Corporation

Sl. No.	Category	Existing remuneration For each performance (Rs.)	Enhanced amount for each performance (Rs.)
A.	PADYA NATAKAMS	15,000	25,000
B.	SOCIAL PLAYS	10,000	15,000
C.	SOCIAL PLAY-LETS	7,500	10,000

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(6) The Government further order to implement the enhanced cash prizes in respect of NANDI FILM AWARDS and NANDI T.V. FILM AWARDS for the awards to be announced for the year 2008 onwards and to implement the enhanced remuneration payable to NANDI AWARD won Padya Natakams, Social Plays and Social Play-lets whenever sponsored by the Corporation to stage within the State or outside the State effective from NANDI THEATRE AWARDS 2009 onwards.

(7) The expenditure shall be met from the Budget provision of A.P. State Film, TV & Theatre Development Corporation under the head of account "2220-Information & Publicity – 01 Films – MH 105 – Production of Films – SH-04 Promotion of Film Industry – 503 – Other Expenditure".

(8) This order issues with the concurrence of the Finance Department vide U.O No.9396/FS(R&E)/09 dated 19.9.2009.

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)**

**C. PARTHA SARATHI**  
**EX-OFFICIO SECRETARY TO GOVERNMENT.**

To  
The Managing Director, APSFTVTDC Ltd., Hyderabad.  
The Members concerned through Managing Director,  
APSFTVTDC Ltd., Hyderabad.  
The Commissioner, Information & Public Relations, Hyderabad.  
The P.S. to Minister (M&PR)  
The P.S. to Minister (Finance)  
The P.S. to Prl. Secretary (I&PR)  
The P.S. to Prl. Secretary (R&E) Finance Dept.  
Sf/Sc.

// FORWARDED :: BY ORDER //

SECTION OFFICER.